

THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS AND TRUST ON REPURCHASE INTENTION OF LION AIR E-TICKET

PENGARUH PERSEPSI KEMUDAHAN, PERSEPSI MANFAAT DAN KEPERCAYAAN TERHADAP NIAT MEMBELI KEMBALI TIKET ELEKTRONIK LION AIR

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Abstract: *The development function of internet has shown the crucial impact on the changing behavior of consumer where consumer perception of internet not only as communication medium but also becomes transaction medium. It was also shown the influence in Airline Industry that can be seen on from the advanced of e-ticket. Lion Air was known as private airline company that adopted e-ticket to provide easier way of purchasing that useful and trusted. The purpose of this research is to know the influence of perceived ease of use, perceived usefulness and trust partially and simultaneously. Data collection method used purposive sampling technique. Sample of 100 questionnaires were distributed to customer of Lion Air in Manado, and multiple regression analysis is used. This research results shows simultaneously influence of perceived ease of use, perceived usefulness and trust on repurchase intention of Lion Air E-ticket. While, partially only trust shows significant influence on repurchase intention of Lion Air E-ticket. Lion Air management should provide electronic tickets for flights in transit, to improve the ease of purchase and provide benefits for the company.*

Keywords: *perceived ease, usefulness, trust, repurchase intention*

Abstrak: Persepsi konsumen saat ini terhadap internet bukan saja sebagai media komunikasi tapi, juga sebagai media transaksi. Perkembangan fungsi internet berdampak pada industri penerbangan yang dapat dilihat dari kemajuan tiket elektronik. Lion Air diketahui sebagai maskapai penerbangan swasta yang telah mengadopsi tiket elektronik untuk menyediakan kemudahan pembelian tiket yang bermanfaat dan dapat dipercaya. Tujuan penelitian ini untuk mengetahui pengaruh simultan dan partial dari persepsi kemudahan penggunaan, persepsi manfaat dan kepercayaan terhadap niat membeli kembali. Pengumpulan data menggunakan metode *purposive sampling*, 100 sampel kusioner didistribusikan pada pelanggan Lion Air di Manado, dengan analisa regresi berganda. Hasil penelitian ini memunjukkan pengaruh simultan persepsi kemudahan penggunaan, persepsi manfaat dan kepercayaan terhadap pembelian kembali tiket elektronik Lion Air. Namun, pengaruh parsial hanya kepercayaan konsumen yang menunjukkan pengaruh signifikan terhadap niat pembelian kembali tiket elektronik Lion Air. Manajemen Lion Air sebaiknya menyediakan tiket elektronik untuk penerbangan transit, untuk meningkatkan kemudahan pembelian dan memberikan manfaat bagi perusahaan.

Kata kunci: *persepsi kemudahan, manfaat, kepercayaan, niat membeli kembali*

INTRODUCTION

Research Background

The development function of internet has shown crucial impacts on the changing of consumer perception towards the use of internet as transaction medium in nowadays. Moreover, it has opened up more opportunities for businesses to expand. The released report of internetlivestats (2014) mentioned, Indonesia has placed as the 13st country with the highest number of internet users, reached 42.8 million users followed from the total spending in E-commerce that reached \$ 2.60 billion. Airline industry was known as one of the fast growing industry and it's known as the highest competition in the environment. Followed, the developed function of internet, Airlines industry was known as one of the industry that adopted the e-commerce as one of the facility. E-ticketing is one of the E-commerce products.

E-ticket is the advanced of the paper-based ticket. E-ticketing is the ticket that able to purchase wherever and whenever the customers want, where all the administrative, payment, check in, etc can be done over the internet. Seen the advantage of e-ticket, Lion Air as the biggest private airlines company in Indonesia than adopt e-ticket as one of the facility to provides the easier way of purchasing ticket.

The advanced of E-ticket was known perceived customer ease of use, perceived usefulness and perceived customer trust. According, to Davis (1989) when some particular technology is easy to use it will influence consumer intention to use the technology while influence consumer perceived ease of use. Meanwhile perceived usefulness defined as people believes that using some particular technology will improve their performance, (Davis, 1985).

When the customer perceive can be able to affect that will influence customer intention to purchase using the technology. Moreover, customer trust on the technology was also plays a vital role in affecting consumer intention to repurchase. Trust plays important role because, it helped avoid vendors' possible opportunities behavior. Trust known can increase the consumers' intention to participate into internet shopping than, automatically will decrease risk perception and indirectly demonstrates as positive effects on online shopping, Celick & Yilmaz, (2011). When Lion Air can be able to provide e-ticket that perceived customer ease of use and perceived usefulness it will directly influence consumer trust that than influences consumer intention to repurchase e-ticket.

Research Objectives

The objectives of this research are formulated into four in order to know the influence of:

1. Perceived Ease of Use, Perceived Usefulness and trust on Repurchase Intention of Lion Air E-ticket, simultaneously.
2. Perceived Ease of Use on Repurchase Intention of Lion Air E-ticket, partially.
3. Perceived Usefulness on Repurchase Intention of Lion Air E-ticket, partially.
4. Trust on Repurchase Intention of Lion Air E-ticket, partially.

THEORETICAL FRAMEWORK

Theories

Repurchase Intention

Hellier et al. (2003), repurchase intention is the individual's judgment about buying again the products and services from the same company taking into account his or her current situation and likely circumstances. It is better to protecting the current customer or encourage a repurchase rather than to primarily concentrate on offensive marketing strategy (Cronin, Bradly & Hult 2001). It can be conclude customer repurchase intention can be the reflection of customer loyalty and deep commitment towards the products and services provides by the same company.

Perceived Ease of Use

Davis (1989) defines perceived ease of use as the individual perception that believes using some particular technology or new technology will be free from effort. Perceived ease of use can be able to predict from the ease of use of the technology, the ease of access and the individual effort while using the technology (Selamat, Jaffar & Ong, 2009). It can be conclude the less customer make an effort to use some particular technology the more possible the technology become the alternative to use.

Perceived Usefulness

Davis (1989) defines, people believes that using some technology is more likely to intend to undertake continued usage when such usage is perceived to be useful. Zhou & Zhang (2007) argued if the technology would increase the customers efficiency of shopping online, it will positively affects the entire purchase process. Than it conclude, perceived usefulness as people perception that using some particular technology will able to improve people skill and performance to use that technology.

Trust

Youzafzai, Pallister, & Foxall (2003) defines trust as the stated of an activity of adventure that that includes a monetary deal that results a lower risk and positive interest in purchasing products and services. Anderson & Sullivan (2003) says, e-trust is customer's favorable attitude toward an electronic business resulting in repeat purchase behavior. Trust had been accepted as an infrastructure of e-commerce success and had been mentioned as one of the main problem for development of e-commerce. It can be conclude that trust as the filling got from the experiences that meet people expectations.

E-ticketing

Sulaiman, Ng, & Mohezar (2008), Electronic tickets can be defines as innovation to give the new way of purchasing tickets and issuing tickets without paper to clients and the transaction are purely done through electronic devices. Mcknight, Choudhury & Kacamar (2002) mentioned E-ticket as the effort to have a closer access to the target market. It can be conclude that e-ticketing is the new ways of purchasing ticket that resulted from the effort of the e-ticket provider to get closer with the user of e-ticketing.

E-Commerce

Rosen (2000), E-commerce was use of electronic communications and digital information processing technology to doing business, transaction, to create, transform and redefine relationship value between or among organizations. Kim & Tadisina (2005) stated all the process the success and failed of the e-commerce is depends on the availability of internet access. It can be conclude, E-commerce as the new channel of business where all the process done over the internet.

Consumer Perception

Lindsay & Norman (1997), defines perception as the process of interpretation external stimuli in the form of word into the sensation to produces a meaningful experience. Zeithaml (1988) mentioned that perception refers to the quality of shoppers assess the overall advantages of a products or service about its intentional purposes and relative to actual behavior depend on consumer judgment towards the products superiorities. It can be conclude, consumer perception as the process where consumer try to find the value of products and services.

Consumer Behavior

Kotler & Armstrong (1999) defines, consumer behavior is the combination of mental activity, emotional and physical activity that, people use during the selection, purchase, use and dispose of products and services that, satisfy their needs and desires. Consumer Behavior also defines as the behavior influences by the culture, social class that has short, medium and long term influences (Golchifar & Bakhtaei, 2006). It can be conclude consumer behavior is the process by customer to make a selection, use, and dispose the product and services based on the consumer perception and social responses.

Marketing

Kotler & Keller (2009:3), marketing is the social process and managerial process by which individuals and groups obtained what they need and want through creating and exchanging product and services value with other. American Marketing Association (2011) defines marketing as he activity set of institutions and processes for creating, communicating, delivering, exchanging and offering the value to customers, clients, partners and society (cited in introduction to Marketing 11th edition, 2011:3). It can be conclude that Marketing is the exchanges process done by customer and seller to get the value expected from the exchanging process.

Previous Research

Aren et al., (2013), Analyze factors affecting consumer repurchase intention at the same website was found that perceived ease of use, perceived usefulness and trust has simultaneously significant on affecting consumer repurchase intention where this research conclude that characteristics of an online store and what consumers feel and perceive cannot be ignored apart from social and economic reasons that lead people to shop online. These factors take consumers first to behavioral intention and then to the behavior itself. It is a requirement to develop marketing strategies by considering these factors in electronic commerce with an intense competition and innovational applications. Reny et al., (2013) examine perceived usefulness, ease of use and trust on attitude towards online airline ticket purchases found the partially influence of perceived usefulness on attitude towards online airline ticket purchases. Sardiono W., (2011) evaluate e-commerce in Airlines Industry that found the e-commerce product in Airlines Industry is E-ticket and by using multiple regression analysis this research resulted quality of trust has significant influence on consumer purchase decision of e-ticket. This research found the similarity of variables with the previous researches. The result can be different depend on the place and object of research.

Research Hypotheses

- H₁:** Perceived Ease of Use, Perceived Usefulness and Trust have influence on repurchase intention of Lion Air E-ticket, simultaneously.
H₂: Perceived Ease of use has influence on repurchase intention of Lion Air E-ticket, partially.
H₃: Perceived Usefulness has influence on repurchase intention of Lion Air E-ticket, partially.
H₄: Trust has influence on repurchase intention of Lion Air E-ticket, partially.

RESEARCH METHOD

Types of Research

This research is causal research with quantitative approach. This research conduct to know the influence of perceived ease of use, perceived usefulness and trust on repurchase intention. This research was conducted in Manado, started from June to July 2015.

Research Procedure

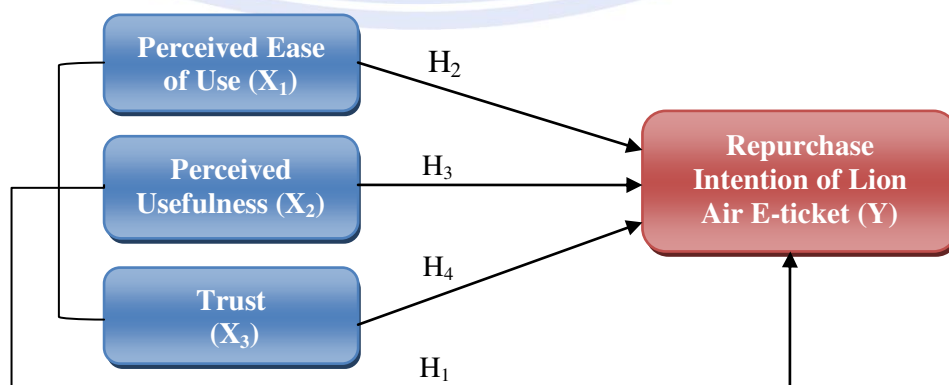


Figure 1. Research Procedure

Source: Data processed 2015

Population and Sample

The population of this research is the Lion Air Customers that ever made purchase e-ticket of Lion Air at least two times of purchases. The sample of this research is 100 respondents chosen using purposive sampling technique.

Data Collection Method

Data information collected to support this research taken only from the primary data that is questionnaire. Questionnaires are distributed to the customer of Lion Air that ever made purchase of e-ticket of Lion Air at least two times.

Definition of Research Variables

1. Perceived Ease of Use (X_1) describes as consumer perception that purchasing Lion Air ticket through online (e-ticket) is effortless, easy to use, understandable and less requirements.
2. Perceived Usefulness (X_2), describe as consumer perception that believes the buying Lion Air ticket through online will improve the ability online transaction with a quick process and controllable.
3. Trust (X_3), describes as consumers perception that online purchases is the reliable and trustworthy methods to purchase Lion Air tickets where customer believes online purchasing will be able to safes the privacy of customers while making purchase.
4. Repurchase Intention (Y), describes as consumer interest that cause of the previous purchase experiences that make customers intend to purchase the same products and services, or using the same methods or medium to repurchase that, in this case the object of repurchase intention is Lion Air E-ticket.

Measurement of Research Variables

This research used Likert Saclae. Likert scale is a psychometric scale usually involved in research that using questionnaires. It is the most widely used approach to scaling responses in survey research, such that the term is often used interchangeable with *rating scale*, or more accurately the Likert-type scale, even though the two are not synonymous.

Data Analysis Method

Validity and Reliability Test

In order to measure the validity, pearson correlation used to measure the the validity of each indicator of the variables with the significant value must be higher than 0.3. Reliability test is established by testing both consistency and stability of the answer of questionnaire. Alpha Cronbach's will use to test the reliability of the instruments. The value of Alpha Cronbach's with the range of greater that 0.7 is considered acceptable and good.

Multiple Regression Analysis Method

Multiple regression is use to express the effect of independent variable on dependent variable. The formula of Linear Regression (Multiple Linear Regression) is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Whereas:

Y	: Repurchase Intention
α	: Constant
B_1, β_2, β_3	: The regression coefficient of each variable
X_1	: Perceived Ease of Use
X_2	: Perceived Usefulness
X_3	: Trust
e	: Error

RESULT AND DISCUSSION

Result

Validity and Reliability Test

All the indicators of independent variables was resulted as valid indicator. The validity test shows that all value of the indicators are bigger than 0.3 then the research instrument is state as valid. For X_1 the value of Alpha Cronbach is 0.838, X_2 value of Alpha Cronbach is 0.795, X_3 the value of Alpha Cronbach is 0.729 and Y value of Alpha Cronbach is 0.776. In this research it shows that the Alpha Cronbach of all variables is higher than 0.6, which means the research instrument is reliable.

Multiple Regression Analysis

Table 1. Multiple Regression Analysis

Model	Unstandardized Coefficients			T	Sig.
	B	Std. Error	Beta		
(Constant)	.804	.349		2.301	.024
1 Perceived Ease of Use	.115	.090	.107	1.277	.205
Perceived Usefulness	.109	.084	.122	1.291	.200
Trust	.532	.093	.572	5.710	.000

a. Dependent Variable:

b. Repurchase Intention

Source: Data Processed, 2015

The equation is as follow:

$$Y = 0.804 + 0.115 X_1 + 0.109 X_2 + 0.532 X_3$$

1. The constant value (α) or interpret is 0.804 shows the influence of Perceived Ease of Use (X_1), Perceived Usefulness (X_2) and Trust (X_3) on Repurchase Intention (Y). When 1 scale added to all independent variables has influences on the increasing value of Repurchase Intention of 0.804.
2. If 1 scale added to Perceived Ease of Use (X_1) will influence on the increasing value of repurchase intention (Y) of 0.115.
3. If 1 scale added to Perceived Usefulness (X_2) will influence on the increasing value of repurchase intention (Y) of 0.109.
4. If 1 scale added to Trust (X_3), it will influence on the increasing value of repurchase intention (Y) of 0.532.

Table 2. Result of R and R²

Model	R	R Square	Adjusted R Square
1	.720a	.519	.504

a. Predictors: (Constant), Trust, Perceived Ease of Use, Perceived Usefulness

b. Dependent Variable: Repurchase Intention

Source: Data Processed 2015

The R number 0.720 explains that the relationship between variables is strong. R square explains that 51.9% variable Y influenced by X_1 , X_2 , X_3 . The rest 48.1% influences by other factors.

Classical Assumptions Test

The tolerance value of Perceived Ease of Use (X_1) is 0.718, Perceived Usefulness (X_2) is 0.559, Trust is 0.500 (X_3) which are more than 0.10 while the VIF Value of Perceived Ease of Use is 1.393, Perceived Usefulness is 1.790 and Trust is 1.990 which are all the value are less than 10 means all the variable is free from multicollinearity. The pattern of dots is spreading and do not create a clear pattern. This proves that this model is free from heteroscedasticity.

Hypotheses Testing**Table 3. F-test**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	17.649	3	5.883	34.533	.000b
Residual	16.354	96	.170		
Total	34.003	99			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Trust, Perceived Ease of Use, Perceived Usefulness

Source: Data Processed, 2015

The level of significant that is 0.05 ($\alpha = 0.05$) and the degree of freedom (df) = 3, this research was found that F-value is 34.533 while F-table is 2.69, based on the value presented above, it shows the value of F-values greater than, the F-value is greater than F-table., which means H_0 is rejected and H_1 is accepted than, it can be says Perceived Ease of Use (X_1), Perceived Usefulness (X_2) and Trust (X_3) has simultaneously influences Repurchase Intention of Lion Air E-ticket.

Table 5. T-test

Model	Unstandardized Coefficients			T	Sig.
	B	Std. Error	Beta		
(Constant)	.804	.349		2.301	.024
1 Perceived Ease of Use	.115	.090	.107	1.277	.205
Perceived Usefulness	.109	.084	.122	1.291	.200
Trust	.532	.093	.572	5.710	.000

a. Dependent Variable: Repurchase Intention

Source: Data Processed, 2015

1. Perceived Ease of Use (X_1) and Repurchase Intention (Y)

The value on the table above shows that the value of $T_{count} < T_{table} = 1.277 < 1.990$ then it shows that H_0 is accepted and H_1 is rejected

2. Perceived Usefulness (X_2) and Repurchase Intention (Y).

The value on the table above shows that the value of $T_{count} < T_{table} = 1.299 < 1.990$ then it shows that H_0 is accepted and H_1 is rejected

3. Trust (X_3) and Repurchase Intention (Y).

The value on the table shows the value of $T_{count} > T_{table} = 5.710 > 1.990$ than it resulted H_0 is rejected and H_1 is accepted.

Discussion

Nowadays, the availability of internet has shown vital role on supporting any activities of people. Meanwhile, the development function of internet has also shows its influence in the Airlines industry in the use of internet availability as the facility to advance ticket that able to purchase through online that called E-ticket. The result of this research found, Perceived ease of use has no significant influence on influencing repurchase intention of Lion Air E-ticket. This is because of the people in Manado do not so familiar with the used of e-ticket. People in Manado might also don't know how make purchase of Lion Air ticket through online.

Perceived usefulness has no significant influence on affecting consumer repurchase intention of Lion Air E-ticket. In this case Lion Air cannot able to influence consumer perceived usefulness to repurchase Lion Air e-ticket because of the process of purchasing e-ticket has not support with the understandable procedures or might because of the e-ticket of Lion Air doesn't effective to use by people in Manado. Comparing with the finding of previous research from Selim Aren et al. (2013) found perceived ease of use, perceived usefulness and trust has significant influence on affecting consumer intention to repurchase at the same website, simultaneously. While the other finding from the previous Ease of use of online Airline has no significant influence compare with the usability of online airline ticket purchases, Reny et al., (2013). In accordance, this research also found the simultaneously influence of perceived ease of use, perceived usefulness and trust on repurchase intention. However, the result might e different based on the object and location of the research.

CONCLUSION AND RECOMMENDATION

Conclusion

There are four findings in this research which are:

1. Perceived ease of use, Perceived Usefulness and Trust has significant influence on affecting repurchase intention of Lion Air E-ticket simultaneously.
2. Perceived Ease Of Use has no significant influence on affecting repurchase intention of Lion Air E-ticket partially.
3. Perceived Usefulness has no significant influence on affecting repurchase intention of Lon Air E-ticket partially.
4. Trust has significant influence on affecting repurchase intention of Lion Air E-ticket partially.

Recommendation

There are several recommendations given which are:

1. Lion Air must improve the facilities such as websites and the guidelines of E-ticket purchasing. Lion Air must provides the website that easier to use with the clear information and understandable guidelines and regulation for e-ticket transactions that easy to understand by the customers.
2. Perceived Usefulness has shown the negative influences on repurchase intention of e-ticket it because of Lion Air just provides e-ticket for direct flight. It shown that the e-ticket provides by Lion Air for has not useful enough because, E-ticket of Lion Air only able to use by the passenger with the direct flight destination. It will be better for Lion Air to have E-tickets for the transit flight destinations.
3. Trust shown positive influences on Repurchase Intention, which is means Lion Air is one of trusted airline in Manado. Then is better for Lion Air to maintenance their performance and service to keep customer trust, and the quality of E-ticket.

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